

Overview

Summary

In September 2017, My90 conducted a survey in the City of Santa Clara to measure public opinion of the Santa Clara Police Department. The survey was offered in English, Spanish, and Vietnamese. The survey was open to residents of Santa Clara and people who had recently interacted with the Santa Clara Police Department. This report details the methodology and results of this survey.

My90 and Santa Clara PD

My90 is an independent communication platform that helps close the gap between community members and the police. This citywide survey is part of a broader project to collect feedback from community members about local policing issues, neighborhood safety, and more. This partnership was made possible by the generous support of the Silicon Valley Community Foundation and the San Francisco 49ers. My90 is collecting feedback from the Santa Clara community in three ways:

1. This citywide survey, conducted in September 2017.
2. A community panel of local residents from July, 2017 to March, 2018. The panel is comprised of a diverse group of leaders in the Santa Clara community. Participants include business owners, religious leaders, and education professionals among other influential Santa Clara residents.

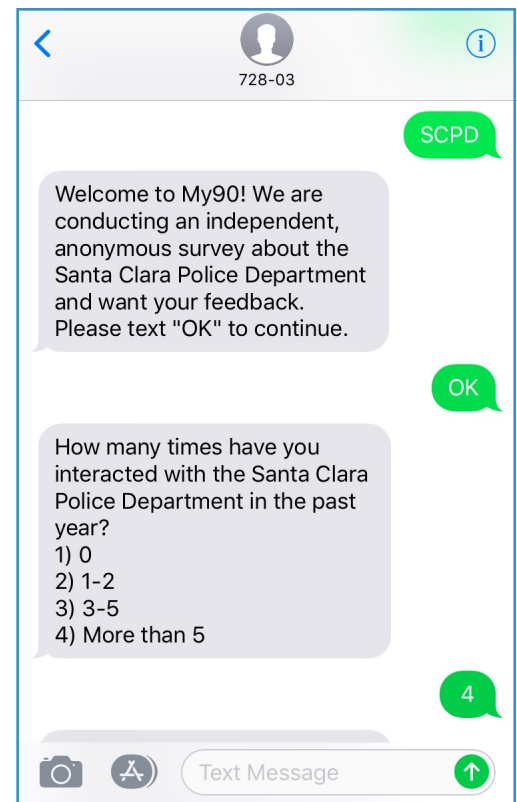
The community panel is offering insight about public perception of the Santa Clara Police Department, how national policing issues are affecting the Santa Clara community, and input on community policing and outreach initiatives.

3. Specialized focus groups from January to March, 2018. These focus groups will be convened to explore the opinions of members of the Santa Clara community that are not thoroughly explored in the citywide survey or community panel. Residents interested in participating in these focus groups can get involved by emailing contact@textmy90.com.

Methodology

Survey platforms

My90 made the survey available via SMS and online from September 1, 2017 to September 30, 2017. Respondents could access the survey by texting "SCPD" to 72803, by completing the survey online at www.textmy90.com/santaclara, and paper copies of the survey were also provided at the Santa Clara Senior Center.

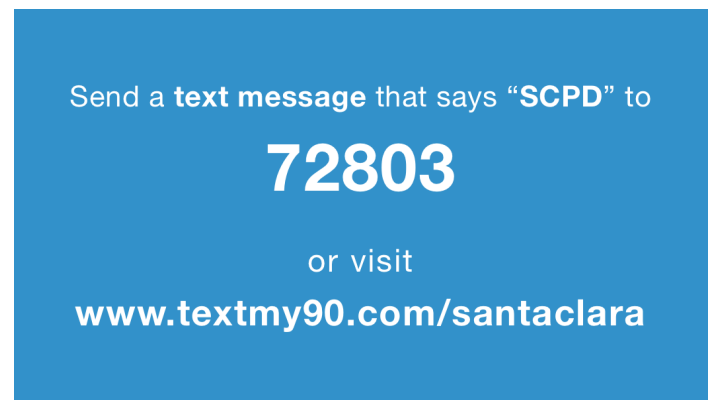
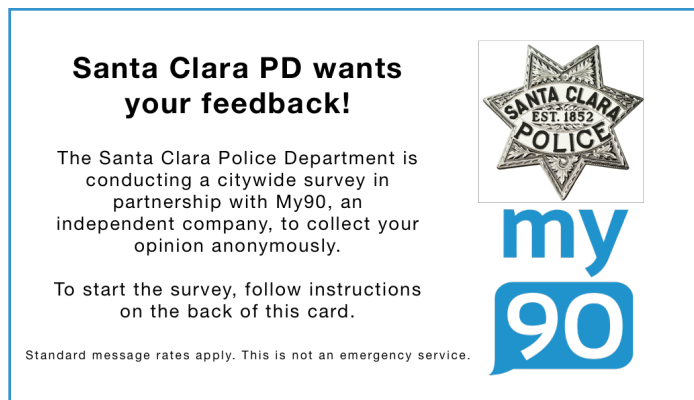


Screenshot of survey completed via SMS

Outreach

Both the Santa Clara Police Department and My90 conducted outreach to promote the survey. Beginning September 1st, the Santa Clara Police Department promoted the survey across their social media platforms including Nextdoor, Facebook and Twitter. They also promoted the survey in Inside Santa Clara, on Cable 15, the Santa Clara Police Department and City of Santa Clara websites, eNotify, Nixle, and through Santa Clara Unified School District's flyer distribution service, Peachjar. Santa Clara police officers handed out cards encouraging residents to participate in the survey.

My90 promoted the survey via Google AdWords and Facebook to Santa Clara residents interested in policing, social justice, and local government. Paper copies were distributed and collected at the Santa Clara Senior Center. Finally, My90 and the Santa Clara Police Department promoted the survey at events including National Night Out, the Art and Wine Festival, and the Senior Center Ice Cream Social.



Proof of cards distributed by SCPD officers to encourage participation

Selection Bias

All surveys are prone to some degree of selection bias. In this particular survey, the Santa Clara Police Department conducted outreach to their existing followers on social media and My90 advertised to Santa Clara residents interested in policing and similar relevant issues. There is a strong likelihood that some respondents were already more interested in the police than the average Santa Clara resident.

About the Analysis

In order to address the potential bias of respondents, including non-response bias from residents who may have been less likely to take the survey, each answer has been weighted to create a representative sample of Santa Clara residents. The survey was weighted based on self-reported gender, ethnicity, and age. Respondents were given the option to select one of seven options to describe their housing. However, the only sample sizes large enough to potentially use in a weighted analysis were single-family homes and apartments so housing demographics were not included in weighting. These responses are analyzed separately in the report since they would have skewed the data.

About the Analysis (continued)

The weight of each individual response was calculated by comparing the demographic breakdown of the survey sample compared to the demographics of Santa Clara according to the the U.S. Census American Community Survey 2011-2015 estimates. For example, the survey sample was 13.1% Hispanic/Latino and Santa Clara's population is 18.5% Hispanic/Latino. Each answer from a Hispanic/Latino respondent was therefore multiplied by 1.41. Continuing this example, a Hispanic/Latino woman between the age of 35-44 would have an overall weight of 1.41 (ethnicity) * 0.86 (gender) * 1.08 (age) for a total of 1.31. Any respondent who selected "prefer not to respond" for any demographic question had that response multiplied by 1.

Box 1: Survey Questions

1. How many times have you interacted with the Santa Clara Police Department in the past year?
 1. 0
 2. 1 - 2
 3. 3 - 5
 4. More than 5
- 1a. What was your most recent interaction? *(asked only if answer to question 1 other than 0)*
 1. I contacted SCPD
 - 1ai. How did you contact SCPD?
 1. I called SCPD during an emergency
 2. I called SCPD for non-emergency help
 3. I reported a crime to SCPD
 4. I contacted SCPD via email, website, or social media
 5. I visited the Police Headquarters or Northside Substation
 - 1aii. How would you rate the response time to your call for service, request, and/or inquiry?
 1. Very fast
 2. Somewhat fast
 3. Somewhat slow
 4. Very slow
 5. I did not receive a response
 2. I was stopped or arrested by a Santa Clara police officer
 3. I met an SCPD officer or staff at an event
 4. Other
- 1b. During your interaction, how satisfied were you with the level of service you received?
 1. Very satisfied
 2. Somewhat satisfied
 3. Somewhat dissatisfied
 4. Very dissatisfied
2. In your opinion, how safe is your neighborhood?
 1. Very safe
 2. Somewhat safe
 3. Somewhat unsafe
 4. Very unsafe

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Box 1: Survey Questions (continued)

3. What local issue do you think needs the most attention from SCPD?
 1. Property crime (If you select this, please answer the question below)
 - 3a. What type of property crime?
 1. Car break-ins
 2. Residential burglaries
 3. Vandalism
 2. Public disorder associated with drugs and/or alcohol
 3. Traffic enforcement
 4. Parking
 5. Homelessness
 6. Personal safety
 7. Something else
4. How often do you see police officers in your neighborhood?
 1. Very often
 2. Sometimes
 3. Not very often
 4. Never
 5. Other
5. In your opinion, how trustworthy is the Santa Clara Police Department?
 1. Very trustworthy
 2. Somewhat trustworthy
 3. Somewhat untrustworthy
 4. Very untrustworthy
6. SCPD does not currently own or operate a drone. Would you support SCPD acquiring and using drones in the future?
 1. Absolutely
 2. Probably
 3. Probably not
 4. Definitely not
 5. I would need more information
7. How old are you?
8. Which gender do you identify with?
 1. Male
 2. Female
 3. Prefer not to say
 4. Other
9. Which of the following ethnic groups do you identify with most?
 1. African American
 2. Asian/Pacific Islander
 3. Caucasian
 4. Hispanic/Latino
 5. Native American
 6. Prefer not to say
 7. Other
10. What is your zip code?
 1. 95050
 2. 95051
 3. 95054
 4. Other
11. What type of residence do you live in?
 1. Apartment
 2. Student housing/dorm
 3. Retirement community
 4. Single family home
 5. High density housing
 6. Homeless
 7. Prefer not to say
 8. Other

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Box 1: Survey Questions (continued)

12. How long have you lived in Santa Clara?

- | | |
|---------------------|------------------------|
| 1. Less than a year | 4. 10+ years |
| 2. 1 – 5 years | 5. I am not a resident |
| 3. 5 – 10 years | |

13. What is your preferred method of communication from SCPD?

1. Inside Santa Clara (quarterly newsletter)
2. www.scpd.org
3. Social media
4. Nextdoor
5. Nixle
6. I don't communicate with SCPD
7. Other

14. Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?

Demographics

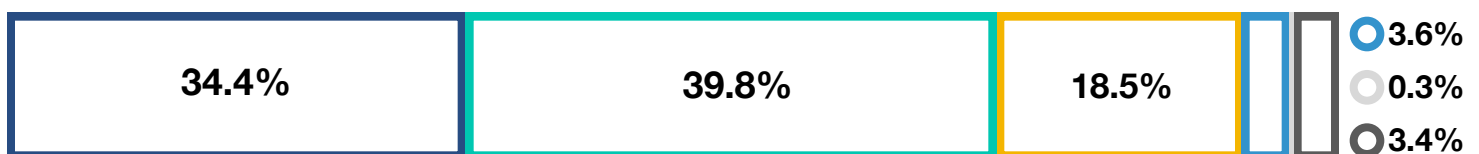
Weighted Demographics

The demographics used in weighting each survey respondent are presented below compared to the demographics of residents in the City of Santa Clara.

Ethnicity - Survey Respondents $n = 259$

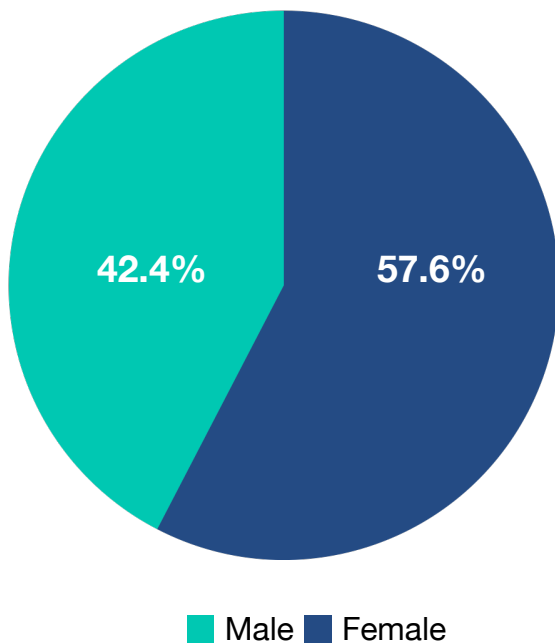


Ethnicity - City of Santa Clara

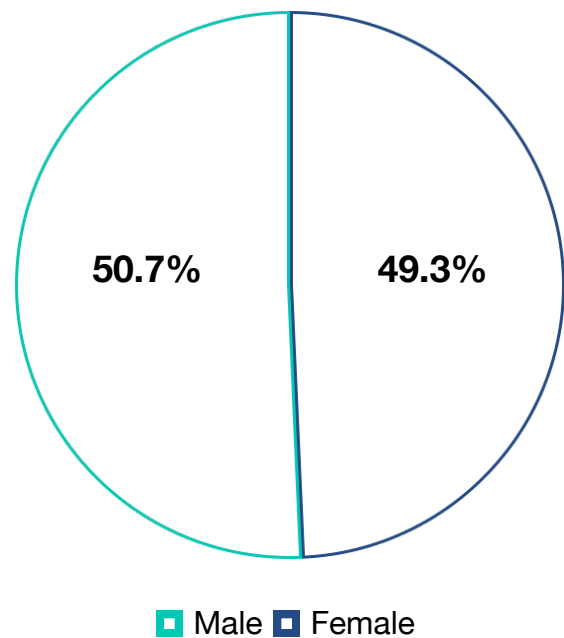


■ Caucasian/White	■ Asian/Pacific Islander	■ Hispanic/Latino
■ African-American	■ Native American	■ Other

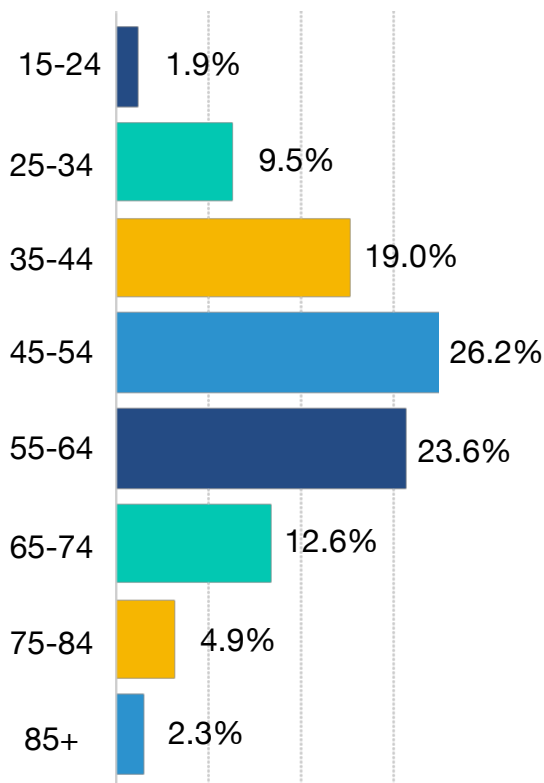
Gender - Survey $n = 276$



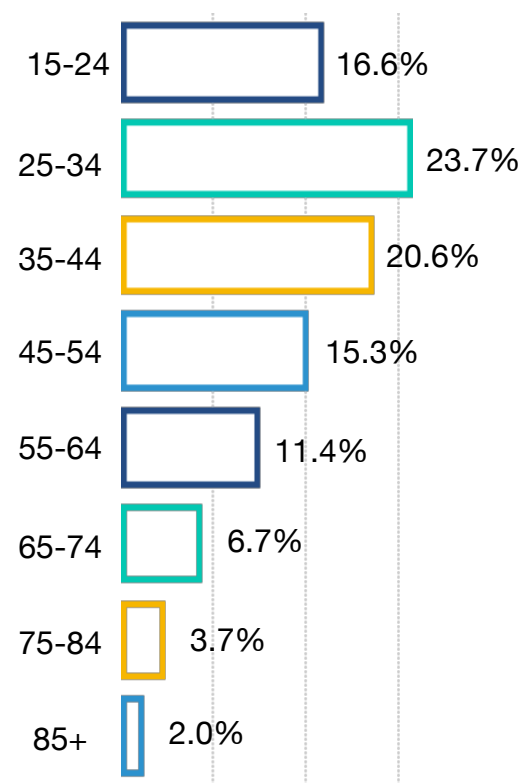
Gender - City of Santa Clara



Age - Survey $n = 263$
Average = 52.2



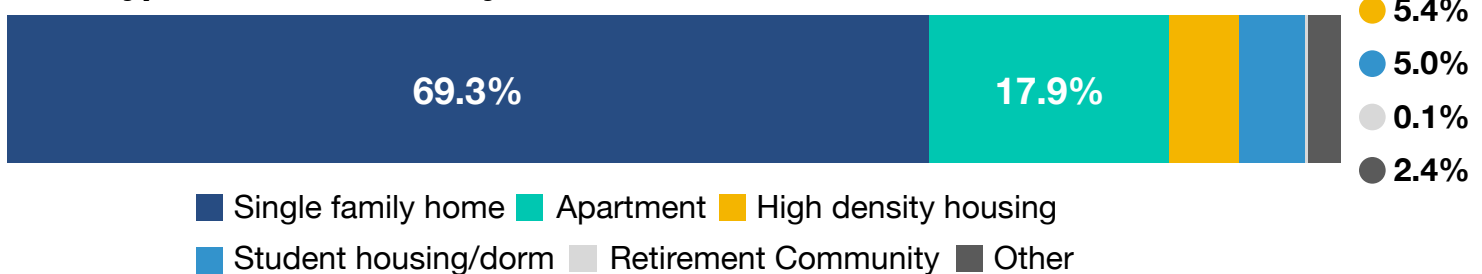
Age - City of Santa Clara
Average = 34.3



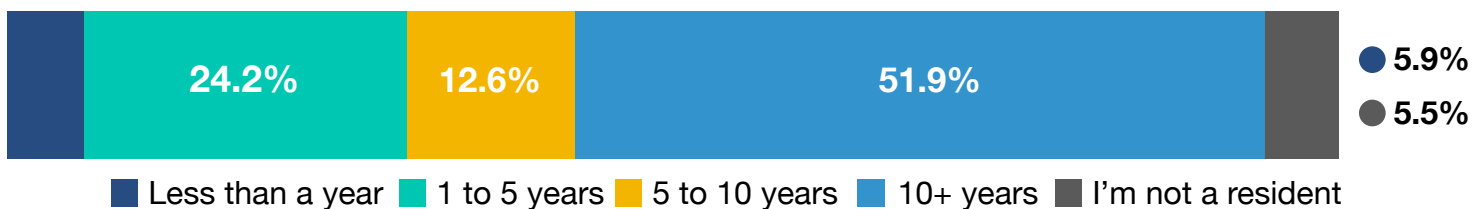
Unweighted Demographics

My90 also collected data about respondents that was not weighted when analyzing feedback. These responses were not included in the weighted analysis for two reasons. First, residency was not included in weighting because there were no homeless respondents and very few respondents who lived in student housing, high density housing, or a retirement community. Weighting these respondents would have skewed the analysis. Second, there was not a good source to compare length of residency for the average Santa Clara resident. The data for these two questions has only been weighted for gender, age and ethnicity.

What type of residence do you live in? $n = 276$



How long have you lived in Santa Clara? $n = 284$



Box 2: Outliers

Two survey respondents were removed from the primary analysis as outliers. After initially weighting each respondent, they each had weights of over 10 and would have skewed the results if included. However, it is important to highlight their responses for precisely the reason they were removed from the data. They represent demographics that were underrepresented in the survey.

One respondent sent qualitative feedback about improving communication with local residents. They said “flyers would help to tell people the number of police officers. Or more police [could] walk around especially [in the] downtown area, and the others places.”

Their quantitative feedback was generally consistent with that received by other respondents, with a few notable exceptions. One respondent thought their neighborhood was somewhat unsafe and that public disorder associated with drugs or alcohol was the issue that needed the most attention from the Santa Clara Police Department. The other respondent said Nixle was their preferred method of communication with the police.

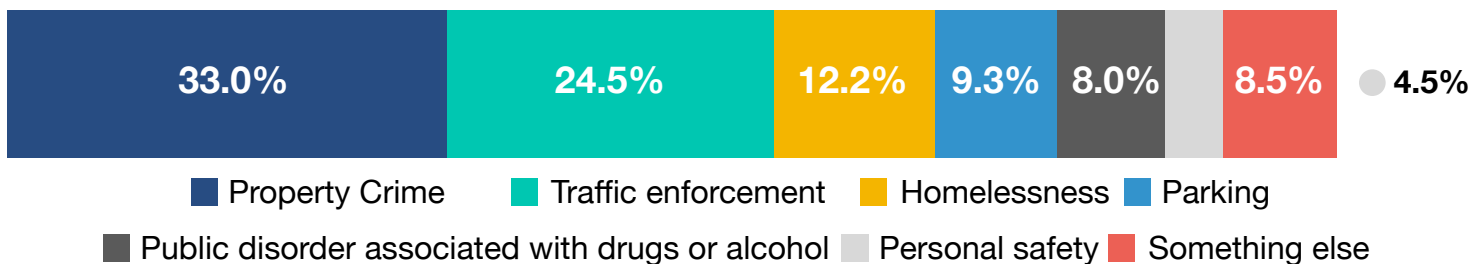
Quantitative Feedback

In your opinion, how trustworthy is the Santa Clara Police Department? $n = 282$



While this was not the first question asked in the survey, it is included first in this section because it is a helpful comparison when analyzing other responses. Overall, 92.4% of respondents felt that the Santa Clara Police Department was either very or somewhat trustworthy. The rest of the analysis will compare subgroups of respondents to certain questions against the overall opinion of respondents about trust.

What local issue do you think needs the most attention from SCPD? $n = 278$



What type of property crime? $n = 100$

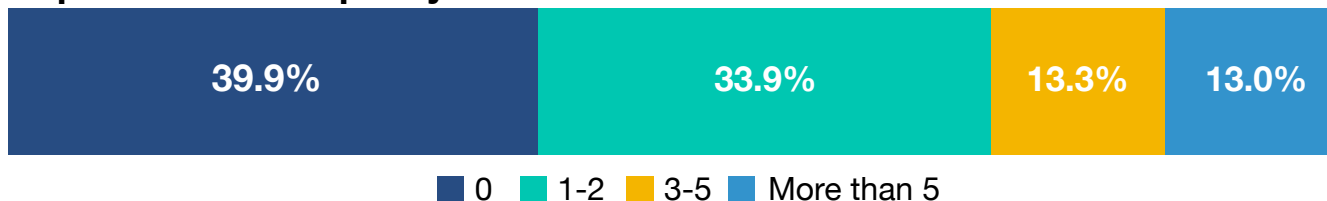


33.0% respondents felt that property crime was the issue that needed the most attention from the Santa Clara Police Department. Of those respondents, 48.9% felt residential burglaries needed the most attention, 38.1% chose car break-ins, and 13.0% vandalism.

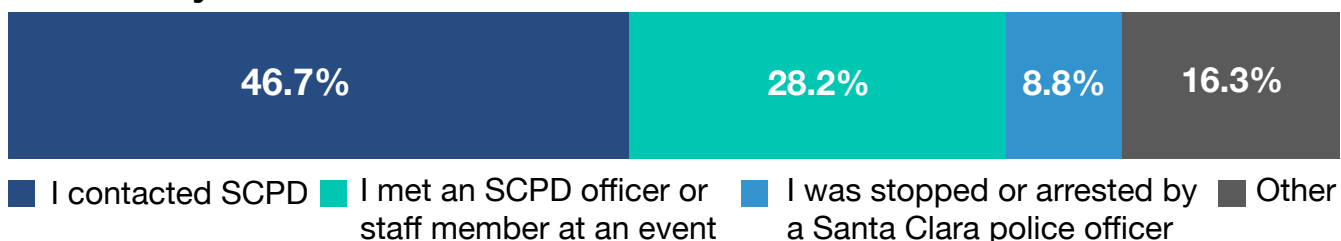
24.5% of respondents chose traffic enforcement as the issue that needed the most attention from the Santa Clara Police Department, and 12.2% chose homelessness. Because no respondent indicated that they were experiencing homelessness, this data only indicate opinions of the Santa Clara population who are currently housed.

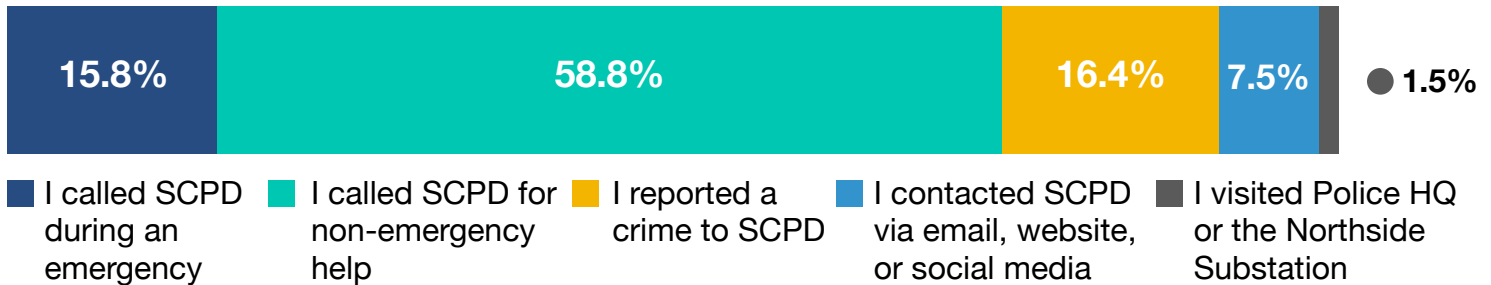
In your opinion, how safe is your neighborhood? $n = 282$ **How often do you see police officers in your neighborhood?** $n = 278$ 

93.6% of overall respondents felt their neighborhood was safe. However, of the remaining 6.4% who felt unsafe, just 46.6% of these respondents lived in single-family housing. These respondents were almost exactly as likely to see police officers in their neighborhood very or somewhat often compared to the overall sample. 57.2% of respondents who felt unsafe reported seeing officers very or somewhat often, compared to 57.4% of the overall sample.

How many times have you interacted with the Santa Clara Police Department in the past year? $n = 288$ 

The first question in the survey was used to filter respondents into follow up questions according to their interactions with Santa Clara Police Department. Feedback from respondents who had at least one interaction is analyzed below and on the following page.

What was your most recent interaction? $n = 186$ 

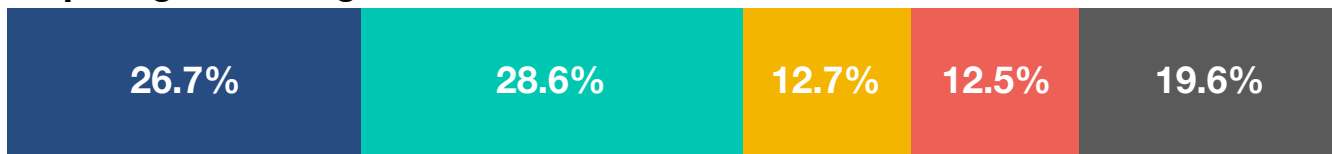
How did you contact SCPD? *n* = 92**How would you rate the response time for your call for service, request, or inquiry?** *n* = 100

When respondents were asked to rate the timeliness of the Santa Clara Police Department's response, 85.0% said that they was either very or somewhat fast. Respondents who said the response time was not fast were less likely to trust the Santa Clara Police Department than the rest of the sample. Just 54.6% of respondents who received a response that was somewhat slow, very slow, or who did not receive a response said they trusted the Santa Clara Police Department, compared to 92.4% of respondents in the sample overall.

During your interaction, how satisfied were you with the service you received?*n* = 188

87.3% of respondents who have had some type of interaction with the Santa Clara Police Department in the past year were either very satisfied or somewhat satisfied. Of those who were somewhat dissatisfied or very dissatisfied, 56.8% thought the Santa Clara Police Department was very trustworthy or somewhat trustworthy.

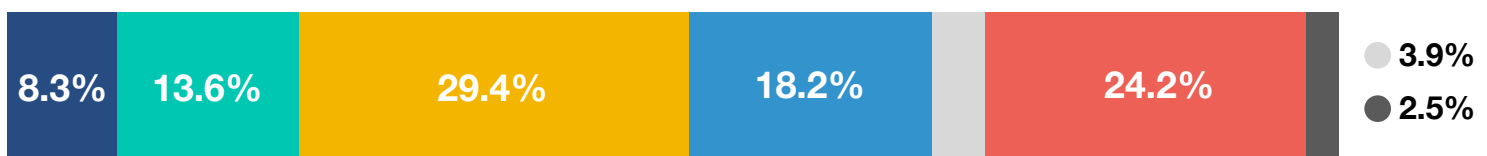
SCPD does not currently own or operate a drone. Would you support SCPD acquiring and using drones in the future? $n = 282$



■ Absolutely ■ Probably ■ Probably not ■ Definitely not ■ I would need more information

55.3% of respondents indicated that they would absolutely or probably support the Santa Clara Police Department acquiring and using drones in the future. 25.2% indicated that they probably or definitely would not. 19.6% felt they needed more information.

What is your preferred method of communication from SCPD? $n = 230$



■ Inside Santa Clara ■ www.scpd.org ■ Social media ■ Nextdoor

■ Nixle ■ I don't communicate with SCPD ■ Other

Of the 75.8% of respondents who indicated they communicated with the Santa Clara Police Department, a plurality said they preferred social media. Nextdoor and the the Santa Clara Police Department website were also popular options for respondents' preferred method of communication.

Qualitative Feedback

The final question in the survey asked "Do you have any suggestions of ways to improve transparency and communication with the Santa Clara Police Department?" While all raw responses to this question are included in Appendix A, several key themes emerged:

- **Suggestions:** Respondents who provided feedback about communication suggested faster response times to non-emergency inquiries, the capability to report crime via text message, and more opportunities to meet officers and the Chief in person.
- **Social media:** Those who did not offer suggestions but commented on communication often praised the Santa Clara Police Department's social media and online presence.
- **Traffic Enforcement:** While not a direct answer to the question, many respondents took the opportunity comment on traffic enforcement. In general, these respondents wanted increased enforcement.
- **Positive and Negative Feedback:** Many respondents also used this question to offer specific positive or negative feedback to SCPD. These comments can be found in the raw data in the Appendix.

Conclusion

Respondents were generally very positive about the Santa Clara Police Department. More than 90.0% of the weighted sample trusted the police at least somewhat, more than 85.0% who had an interaction were very or somewhat satisfied, and more than 80.0% said the police responded very or somewhat quickly to their call for service, request, or inquiry. 85.0% of respondents thought their neighborhood was very safe or somewhat safe. A majority of people who communicated with the Santa Clara Police Department preferred social media and Nextdoor. 33.0% in the weighted sample thought property crime was the local issue that needed the most attention. Of those, 48.9% thought residential burglaries were the most pressing type of property crime.

The demographic breakdown of respondents provide some clues as to communities where the Santa Clara Police Department may be less connected. When looking to increase community outreach in the future, they may want to focus on the Asian, African-American, and young populations in Santa Clara who were less likely to provide feedback through the surveys. Additionally, the Santa Clara Police Department may want to increase outreach to residents who live in housing other than single-family homes.

Finally, residents provided free-form comments and suggestions on a variety of issues related to quality of life and public safety in Santa Clara. Respondents want more efficient communication from the police about non-emergency issues and more chances to interact with officers in person. Many praised the Santa Clara Police Department's existing outreach efforts online and wanted to see those continue. The qualitative feedback attached in Appendix A offers the full list of community input received through the surveys.

About My90

My90 is an independent communication platform that helps close the gap between community members and police officers. My90's platform has been used by law enforcement agencies and organizations around the United State, including the San Jose Police Department, Santa Clara Police Department, Indianapolis Metropolitan Police Department, Irving Police Department, and National Organization of Black Law Enforcement Executives (NOBLE).

Contact Information

For questions or comments regarding the data, analysis, or contents of the report, please contact the My90 team via email at contact@textmy90.com.

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?”*

- I think the opportunity is with new to the neighborhood folks. They never realize the police will come out of you call. Not many areas have that luxury. Not sure the best way to reach out to them.
- Meet and Greets
- More meet the chief and coffee with [a] cop events
- I believe as a citizen of Santa Clara I would expect the police to be fair when giving out a ticket for any wrong doing and to explain to the person clearly and not in a smug way. To put themselves in our shoes and to be human and not arrogant.
- I like body cameras for our safety and the safety of the police department, also I understand tazers are expensive but I think SCPD should have them.
- What planning and funding is being done in regards to the increase in housing the City Council has authorized?
- I think SCPD is one of the finest departments around. They need more officers. Traffic around Bowers, Monroe, [and] San Thomas is nuts. People cut through our quiet streets
- Get to a scene of a crime quicker. Take a report. Talk to the person who called 911
- Have small town hall meetings with police in each SC zip code
- Santa Clara police department needs to communicate better with Sunnyvale residents who live in the proximity of Levi's Stadium. Trying to find a reasonable way home is getting impossible when there is a levi's event.
- Officers participating in community events, not as part of security, but as members of community.
- No. Chief Sellers is doing an outstanding job
- No it's great
- I wouldn't mind knowing more about the apparent conflict between the police union and Chief Sellers. I support the chief but it's a bit unusual that this fight has gone public.
- I believe the system seems to be pretty decent. Technology can only do so much and I believe officers do the best they can in any given situation.
- I think everything is awesome and doesn't need tweaking!
- Nextdoor is good. My partner does that, but I do not. Keeping the line of communication open, and having someone to bridge the gap between the police and residents is a good thing. Being able to get information about things that are happening in our area, and how to properly deal with them is helpful and welcome.
- I don't think there is anything to improve on. SCPD offers multiple, simple to use, options for residents to access providing excellent communication options while being transparent
- Not sure
- Having more events like coffee with the chief
- Application
- Once half year hold a meeting with Santa Clara residence and talk about any issue may have.

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- Many times there are issues being discussed on Nextdoor and it would be nice to have an official response from the SCPD. I realize there cannot always be an official response but some acknowledgement of the issue would be beneficial to the department
- Crossing guard claimed to be a police officer.
- Host neighborhood meetings to identify local issues. Increase patrol to prevent car break ins and burglary. Add all way stop sign at Harold and Forest. Install cameras on streets.
- Be more sociable with the citizens and take the time to really check the call out thoroughly, some times the officer is in a hurry and misses the point of the call, I know that you're busy but even the smallest calls can turn out bad.
- I would like to see more officer visibility in my neighborhood, around SCU, I honestly never see the police in my neighborhood. I believe that would help improve traffic enforcement on Park Ave, and improve personal safety and reduce property crime.
- Yes. I went into the HQ to report a theft and I had to shout through bulletproof glass to talk to the officer. It was ridiculous. Nevermind that you end up telling everyone else in the lobby what you are there for at the top of your lungs. If the police are afraid to talk to the city's citizens, how good will they be with actual criminals? Also, it was like pulling teeth for me to get the officer to even look at the video I had of the perp stealing the package from my doorstep. I was very disappointed with that interaction.
- Text message and notification alerts and 911 with caller ID phone number.
- Facebook updates are great
- I believe the coffee chats are a great beginning to better communication.
- Can't think of any. Just automated voice messages.
- I prefer Social media such as Nextdoor, Instagram, or Twitter for quick info and updates but I rarely find the info there at the time of a happening (loud noise unexpected, power outages, etc). I would love to be able to send a text for non-emergencies such as abandoned vehicles and such. I would also like to see a link to a site where I can get more info on crimes that occur closer to my home that are not always listed in the police blotter.
- Meet the Chief and coffee with a cop are good connection programs!
- I of the development, there must be more money to have more
- Send cops to the neighborhoods again. You are missing in action the past few years.
- Publicly release all police reports and bodycam footage, by default. Public services should have less secrecy than the general public.
- Monthly news letters sent to people who request it.
- Not sure. Maybe a weekly, monthly, some type of newsletter like Santa Clara weekly. Important alerts via some type of social media. Thanks!
- Haven't seen a police officer in years. Thank God I haven't needed one.
- E.R. # particularly for SC residents

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- Officers need to be more visible in neighborhoods, not just at public events.
- Keep going to schools talk to kids
- More speed control of the streets
- I love the SCPD. They are the best! I am so fortunate to live in Santa Clara
- With my unpleasant situation with police, I believe the Chief should check all complaints thoroughly (like witnesses)
- Running stop signs. Parking & sitting in cars on Santa Cruz Ave between Warburton & Cabrillo
- Yearly updated PD phone list easily located at parks and city facilities.
- I think they are doing a great job. Officers who I have met or had any interaction have been very professional.
- Tell us how SCPD will react to AntiFa assaults at public gatherings. I am fearful that the SCPD will react like SJ, SF, Berkeley, Oakland, etc. (e.g. no reaction).
- Maybe texting or online
- Have more presence on the streets, create more truly anonymous avenues to report crimes, suspicious activity, etc. Do proactive vs reactive follow up for issue/complaint resolution (due diligence).
- Be more visible in Santa Clara, both in cars and on foot. Talk to people, greet them, form a connection. Not just for pulling people over and looking for crimes, just being part of a community.
- Some services such as graffiti reporting and abandoned car reporting are hit and miss.
- You guys are awesome! I loved how you cared & treated the homeless with respect, not judging them but rendering help where needed. Except my friend was offended when he with his parked van due to homeless was harassed (something like that). And, a friend that was homeless humiliated me with cuss words & slander in the park. He may have been intoxicated. I let it happen a few times because I understand. But, this time it was too much I called the non-emergency number and reported his behavior. However, the police just recommended me to leave the area (something like that). I feel they should have checked him out because if he was intoxicated, he should have been escorted out of the park. Especially [since] the park is located close to where he was. Also, a good program to encourage kids to obey rules & safety would be the following. This was implemented in the 60's. Kids up to 12 years old were recognized for bike safety with a certificate. After a season all the kids at their respective schools who received a certificate would take a group picture with the respective officers for the school district. You wouldn't have to have a party because other kids would probably be offended because they couldn't afford a bike or elected not to have a bike. This also would encourage exercise without them realizing it. Take care! Stay cool. It's all about love! <3
- Transparency is good. In the past, communication has been positive & supportive.
- None- they are very professional

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- Graffiti reporting through the city app is fast and reliable. Through the police website, it is a black hole.
- Abandoned car reporting is variable. We had neighbors who kept 7 cars around a single family home on a cul-de-sac. Many of these cars were non-operational. Some requests we handled within a week. Other took 3+ redundant requests over the course of several months to be resolved. For a car that was sitting on a jack in the street for months! No feedback from the PD as to whether these requests were being acknowledged or acted upon (maybe there were actions we couldn't see?). We can do better.
- Be more visible to residents, in the neighborhoods.
- Transparency with hiring.
- Pay closer attention to the accounting of work related to the stadium. It's shocking that there wasn't more oversight to track the time of the officers from the beginning. If you didn't think of doing that, what else are you not thinking of? We need law enforcement leaders with vision and broad perspective.
- Doing a great job
- They are quite unfriendly and unhelpful, why should I communicate with them.
- I called SCPD for non-emergency help
- The flyers would help to tell people the number of police officers, or more police walk around especially downtown area, and the others places.
- Social media
- From personal experience, SCPD officers are far too aggressive and manipulative about making people talk who are not in any way involved in any criminal activity. Falsehoods and aggressive tactics are employed. No people who the Department serves should be compelled to talk by unjustifiably putting people in handcuffs in front of a store or by threatening to go to a spouse's place of work to make an arrest in order to unconstitutionally make these people speak against their wishes who are in no way involved in criminal activity. (The knowledge of the fact that these tactics are employed comes from personal experience.)
- From two separate, personal experiences over a year ago, aggressive tactics are employed by the SCPD to try to force people to speak against their wishes. Other aggressive and manipulative tactics include not telling the truth when asked about what may and may not be offered in the way of information during an on-scene interview and trying to get a rise from the person being questioned by making offensive statements about the subject's spouse.
- Calling the SCPD and politely requesting information about how to get a police report may (known from personal experience) result in being transferred to a dispatcher who rudely demands to know why the police report is being sought. The only reason for the call's transfer to this rude ""public servant"" dispatcher is to make sure the call gets the rude treatment to try to force callers to tell why they want the police report, despite the caller's very polite behavior on the telephone.

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- This rough and rude 'city cop' attitude at the SCPD must be trained out of the entire police force; otherwise, this police force will continue to be one that rides roughshod over the polite and gentle people they serve.
- Tells us the preferred ways to report parking violations (blocking a fire hydrant, too close to a Stop sign, etc) and vehicle violations (expired tags, etc). Do these warrant a call to the non-emergency number? Is there an e-mail for this?
- I would set up a division (expand) for non-threatening issues such as parking, resident complaints, etc.
- Having a non-emergency number we can send a text to, i.e. Noise complaints, suspicious persons, or cars parked without permits
- I think Chief Sellers is doing a great job
- The chief needs to keep his promises. Officers need to be more professional with their interactions
- Often there is heavy police activity in Santa Clara, including the use of police helicopters, and no mention of what occurred in the news, on Nextdoor, or Twitter etc. It would be nice to have information on Nextdoor or Twitter about what occurred.
- Coffee with a cop is a great idea, maybe advertise to general public better by placing signs on street corners the day before.
- I feel they make themselves available through community events. Whenever I have called the non-emergency number they're here amazingly fast. I'm very proud and happy with our Police Department.
- I would like more of the speed reminder mobile stations.
- I would like drug drop off without an appointment
- I would like body cams and patrol car cams on all units
- Frequent news posted on blogs, twitter, Nextdoor, etc. It need not sound very formal, casual & friendly is fine.
- Please address all citizens' phone calls. Not brush them off so rudely. And better training to help the mental illness in Santa Clara.
- I suggest weekly police blotters (currently they do not always happen weekly), timely update of the arrest log, and most importantly, quarterly analysis of crime trends along with action items to address said trends. Issues I've noticed are: DUIs, domestic violence, traffic accidents, homelessness/affordable housing accessibility, potholes/community maintenance, property crime / identity theft, and prolonged / disruptive construction sites that affect commutes and create traffic hazards.
- I think it would be good if officers gave the public their business card with their name/ badge # after an incident occurs. Can't think of anything else right now.
- I would like to see more cops on bicycles which could lead to more interaction with residents. Especially on the North Side.
- As long as you keep building more apartments, condos, high rises we're going to be needing more SCPD on the streets!
- More transparent on Social media websites

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- Transparency, I think is good.
Communication, yes. Return calls from detectives on cases. On the streets be more out going and saying hello. When able. With coffee with a cop really follow up on questions. Our city needs help with homeless in street people/drugs. It's all getting worse.
- SCPD has a history of hiding a lot of stuff from public. This is not the forum to get into it. While the department has a good reputation overall, Santa Clara is a small town and everyone talks. We know when the department is hiding stuff, which undermines the department's other efforts.
- Continue with more information of what does happen in our city
- Get out and talk to neighbors.
- More information on what crimes are committed and how we can prevent them.
- I have never had a problem with transparency or communications. The times I have interacted with them was usually a traffic stop. They were polite. Did their business. Answered any questions I might have and moved on. If I needed more information I could call.
- Publish more information about activities. Release items on large actions at the time. Like I see from Milpitas on Nixle.
- Keep up the good work. I live in San Jose, wished I could live in Santa Clara having a better police force, but I work in Santa Clara, zip 95050. I attended the SCPD CPA class 42 and loved it, making me regret that I don't live in City of Santa Clara.
- I would like easy access to information/ updates of the crimes that occur in my neighborhood. And also frequent updates
- Keep up the great work!
- Reply promptly
- They need to investigate property crimes. Cars are broken into and a car is stolen in our neighborhood and they refuse to come out and investigate!
- I think you should provide more opportunities like this for anonymous feedback from citizens and employees. I would also suggest providing opportunities for officers to get together and share about recent experiences on the job, what they have learned, and ideas for improvement. But my biggest suggestion is to provide more training so that officers can deal with people of all backgrounds, including people with medical issues and disabilities since officers are often first responders and need to assess the situation. I would also like to see more training to ensure that SCPD is not using racial profiling. Even though most people don't experience it, I've seen it happen to people I care about in SC. People don't deserve to be treated like threats or criminals if they are not. I am thankful that racial profiling is not a big problem here, but I wish I could say it's not a problem at all.
- More traffic enforcement and generally more presence on school days near schools.
- Can't think of any
- Nothing additional at this time as it relates to this survey. But, traffic enforcement could use a little attention. There is a lot of traffic on my street, Harrison, and they speed approximately 70% of the time, on their way to the Mosque at Catherine and Pierce.
- I like the chats with the police chief once in a while
- City website, once in a while events at Mission College

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- I feel the PD is already pretty transparent. When a major incident takes place (e.g. police involved shootings) officers are identified unlike other parts of the country. Arrest logs are available on the PD website. Chats with the Chief and Coffee with a Cop also give opportunities for the public to ask questions directly to the police. Social media is also good at getting information out to the public. A lot of opportunities if someone wants answers to their questions. I do realize that victim rights and on going investigations can prevent the release of specific information in many cases.
- Email
- Have a chat room or messaging system online with a police officer where residents can ask a question or post a comment/ suggestion. Some smaller things are easier to report by sending a note about disturbance for example. Or things going on in the neighborhood, so when it's a non-emergency case, officers can stop by and check it out at their less busy time. Also, perhaps we can offer online "register the resident" system where households or residents can create account at SCPD at will, and that way through messaging officers can tell who the person is, where they are and what issues in the past they had, sort of collecting the data, and knowing what's going on in the community.
- Visit the neighborhood more often
- My attempt to contact the department never got past the dispatcher. They told me to take care of it myself. It turned out that the car myself and neighbors had been noticing sitting on our street was watching a neighbors house. She was very frightened and afraid to call the police as the man in the car was looking for her sister. She is Korean and has a child and lives there alone. Shouldn't the police have come and dealt with this? Police used to come and check on these kinds of things but according to the dispatcher not anymore. Would [have] been nice for my neighbor to have seen and met a police presence so she knew she was safe.
- Thank you for the weekly reports. Would appreciate being able to check a website to isolated incidents in the neighborhood.
- When I call the non-emergency number they could at least seem interested in what I am saying instead of trying to dissuade me from reporting anything.
- I don't think there is really anything that needs to be done - it seems as if all is well from my point of view - if it isn't broke, don't fix it!
- Smile and wave while driving around.
- Nothing I can think of
- Certain times of the week have either a live chat through Facebook messenger. Although I am not sure what else would work as an anonymous platform.
- There is this fine line between informing the public and informing criminals. I would say SCPD does a pretty good job. Having one single point of contact like Dan is nice, though I wish all the police officers would be able to answer most questions.

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- It would be great to create a forum where we can post issues and get answers real time. I've called over the years to report issues such as homeless people obstructing traffic to ask drivers for money in our city streets. They deal with it once and then ignore the problem when it arises over and over again.
- The system is set up pretty good right now, however i think the officers need to spend a little more one on one time with the residents in their beat, even if its just to stop and say hello, that's an important factor in the trust and transparency process, not to mention they could get some valuable intel. Another sore spot is the weekend traffic enforcement, there isn't any, enforcement needs to be done on the weekends as well .
- Keep up Coffee with a Cop + showing up at major events.
- Dispatchers should stop being gatekeepers - pass on citizen's concerns to officers so they can investigate. I have called to report suspicious person- dispatcher told me "since when is it suspicious to sit on the curb wearing a backpack" - the person was sitting very near a neighborhood watch sign- stating we report suspicious people. Next time it happened- I did not report- and the guy was a look out for others who had broken into a neighbor's house.
- Release the key results of followup investigations (like when deadly force is used).
- Maybe just an email alert process where non-emergency issues are brought to SCPD's attention that might help identify trouble areas, i.e: traffic issues, residential, etc.
- Once upon a time, officers knew the people in the neighborhoods and had good relationships with them. Currently, they are stretched thin and come in an emergency, which could be seen as swooping in, sirens blazing, and then disappearing to another call. We need more traffic enforcement on Monroe, on Nobili, on Machado, Calabazas. They are very unsafe and hopefully nobody will be killed by a careless driver, but better traffic enforcement will help.
- I have never had a problem communicating with the Santa Clara Police Department.
- Text message capabilities - being able to communicate to the community (vice versa) by text.
- I really like text-message alerts during traffic issues, emergencies, fires, etc. It's good to know what parts of the city to avoid right now.
- Wow there are so many ways to improve. The officers are extremely rude to the public. They will not speak to or interact with residents when they are on scene. They seem very untrustworthy and unfriendly. Also there is no communication with neighbors when there is an emergency. Case in point: the recent 211 in the old quad. Wow.
- It would be nice to see the police force be more engaged in getting to know the community. Also we should consider preventive measures for drivers who speed through residential areas (15-25mph zones).
- More meet and greet events
- I'd like the community to be more aware of diversity trainings and other trainings that are taking place at the PD and how the Dept. is currently responding to the current issues in our greater community.

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- Keep posting on Nextdoor.
- Having more open communication with the students of Santa Clara University. Coming to a mutual understanding requires mutual respect but that respect has to be founded on open communication. I'd suggest maybe talks or seminars or potentially even "talk to your officer" days or something of the sort
- Good job!
- We would appreciate more officers to patrol our street during am hours we had our car stolen last year and also have speeders in our neighborhood constantly
- Wear cameras and stop shooting to kill.
- Please teach your officers the meaning of respect. The rolling eyes when victims speak, making jokes at the expense of the victim. Speaking in a rough manner. Using excessive force. The police is already gaining negative attention across the United States. I believe your officers here in Santa Clara add to it. I've had a couple of interactions with them and ALL have been NEGATIVE. In fact, I made a point of saying so the last time the officers were here. The two other officers looked ashamed, the one making the inappropriate comments left without apologizing. Your department is unhelpful. I wouldn't count on you if I was being murdered. In fact, I fear the police more than I would walking around in the dark. You can reach me. I have no problem speaking with anyone about all my experiences with your officers. They are awful. I live in Santa Clara and I am more than happy to let you know your officers have NO BUSINESS NEAR CHILDREN with the way they behave.
- I have no complaints with our PD.
- Every 2 months there should be neighbors getting together at one house. And officer answer questions of there worries. I'm born and raised in Santa Clara. My Mother would work with Chief of Police Frank S. And neighbors would call here about their concern and every 2 months. Police would come over and answer their concerns. Officers need to drive by the neighborhood and if possible if they see people talk to them, and see if they have any concern. We have a few homeless people. But our problem is on Avila Ave and Memorex corner so much weed smell and they can be very loud.
- It would be nice to see the SCPD in the neighborhood more often so we can directly talk to one when and if needed.
- At events, don't have officers all cluster together. Instead spread them out to interact with more people and cover more areas.
- I would like to see more presence in my neighborhood. Just seeing a police officer patrol by driving through once in a while without being called in to do so.
- Schools would appreciate the return of a dedicated School Resource Officer to support us rather than beat officers responding to school calls. The SROs that we have worked with (Knight, Larsen, Selberg, Wurdinger, Barry) all have a skill that is more effective when working with teenagers as well as operate in a way that is inline with our school philosophy.
- Texting or chat availability online
- All is well

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- Use of web tools that enables citizens to identify issues, take and submit pictures to authorities. Similar to Oakland’s SeeClickFix.
- I would like routine patrols [to] set better examples for citizens through their actions especially while driving and parking in our community. It thrills me to see officers visiting a park and positively engaging with youth. But at the same time they set a poor example to adults by parking in a red zone when there [are] open parking spots as options.
- More effort should be made by the city to proactively ensure that safe corridors are maintained so that car and bike lanes are clear and visibility is maintained. Particularly during school and commute times. Monroe Avenue frequently has cars, trucks, or trailers parked for extended periods of time that obstruct bike lanes and obscure visibility of pedestrians at intersections.
- Perhaps have events for the community to meet police officers and build a relationship. Communities are safer when everyone cooperates and knows each other. Keep up the good work police officers!
- I have no problems with transparency. I just wish there was a way to slow down traffic on Benton, especially near the high school.
- I would like to see, even once a year, a police person to walk down my neighborhood street and say hi.
- Have SC Police Department personnel be more friendly and approachable vs the public seeing then intimidating being afraid they will get reprimanded for something. Being available to talk to parents at the schools before and after school. Being present out of their cars and approachable at the supermarkets where families go. Allowing for the population to know the SCPD can be a resource not just folks that harrass or take people away. Bring SCPD back into the community. Interacting with the public on a more personal level vs a corrective higher power way.
- Have more community events with the SCPD. Establish additional community programs for children, particularly after-school events and programs that are low or no-cost. Increase frequency of the "coffee with a cop". Have family events on the weekends (maybe once a month?) Have officers visit schools more often (I don't know how often they do this now).
- Still learning more about the city
- The department and officers are doing a fantastic job. I hope the City continues to support them and allocate the resources needed to maintain safety in our communities.
- I think there is a monthly or quarterly Coffee with the Chief, but it would be nice if there was Coffee with a Uniform Police Officer. A chance to communicate with the actual "workers" on the street.

All Responses to “Do you have suggestions of ways to improve transparency and communication with the Santa Clara Police Department?” (continued)

- Make more officers patrol Reed Avenue and Ponderosa Elementary mandatory, there are a lot of road ragers in this area, and people driving unsafely, impatiently here, especially right in front of school...and driving over speed limits on Reed Avenue, unsafe lane changes and cut offs in the middle barrier lane
- I wish they would follow through with what they say they're going to do especially in the areas of traffic enforcement
- Maintain the elected Chief position
- I haven't seen a need for transparency on any matter lately.
- Continue meeting residents in person at community events like National Night Out
- I like the existing ways: Police blotter on website, Nextdoor.com postings. I haven't been to a coffee with the chief but think that's great & shows courage/transparency.
- Stop speeders, wreckless driving, people driving without lights on
- We should have annual events that celebrate our police force and bring police and residents together in some activity or other
- provide formal ways for people to communicate with police that ensure every person has a voice that is heard without prejudice
- BE friendly let little things pass meaning giving a pass when you could arrest them to get future information
- All reports have to be responded to. All laws have to be observed by the police- no illegal u turns when not on an emergency response
- No suggestions. Overall, I think the Santa Clara Police Department does a great job.
- Work to understand race and cultural differences
- Via Email is best way to communicate
- Stop the police violence and forced entry. They deliberately destroy personal property damage and seem to enjoy it. The police chief came and asked for my vote and he got it. But he needs to take a deeper look at his people who are running the invasions on people's homes. They also try to intimidate and bully and are not professional at all how they handle things. They laugh in your face as to let you know they have the power. And they enjoy having the power.
- Be kind. It costs nothing.
- Library, parks and visit schools from K-12, let the kids know your available so they can tell there parents!! Get the word out! Start with the kids
- When you get a call pay attention to what is being said....example the corner of the happening, etc
- Have experienced supervisors continue to meet neighbors at neighborhood events. Have portals for residents to email the department and get a response back.
- Let us residents know what is going on in Santa Clara.
- More consistent legal procedure. Less stops based on familiarity when there are no complaints or suspicious activity. I have been stopped based on CJIC checks when no crime or suspicious activity was seen or reported. On more than one occasion I was searched without probable cause or probation. Tackled when I refused to speak with officer when no crime was being committed.